RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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February 27, 1997

RJR Account #129850
Mr. J. Smith
COOK WHOLESALE

APRIL DORAL B2GF LIGHTER / PROMOTION #700050

Dear Jeff:

10 SKUs of Doral Lighters (Item #521573) have been ordered for you to pack and ship the above promotion to your participating retail accounts. ***Due to small number of displays to be distributed, utilize on-hand product to pack this promotion.*** All additional pertinent promotional information is listed below:

Brand Styles To Be Used:	***Doral FF Kg / FF 100 / Lt Kg / Lt 100***
Premium Arrival:	March 24, 1997
Ship Date to Retail:	**Week of: March 31, 1997**
Lighters: (Item #521573)	
SKU CUBE:	**1.1490**
SKU WT (w/o Product):	**4.1900 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Savings Cartons**

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Source: https://www.industrydocuments.ucsf.edu/docs/gpym0000

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box*. Consumer purchases two (2) packs of Doral a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$21.00 (3/4 (12M) case(s) @ $28.00).** Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162602

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/gpym0000

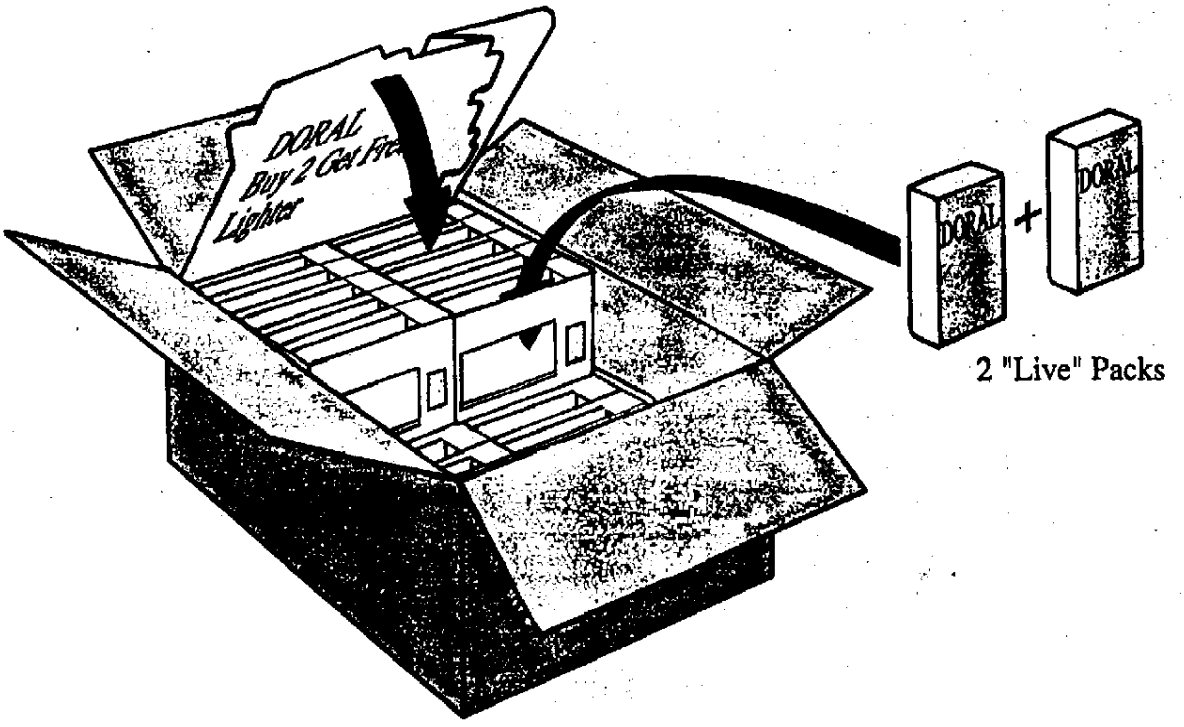
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

April DORAL B2GF Lighter

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



2 "Live" Packs

Item: # 521573
Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

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Source: https://www.industrydocuments.ucsf.edu/docs/gpym0000

WHOLESALER : 129850 COOK WHOL. OF MEDINA, INC <DIRECT>
TEMPLATE : 700050 70400 DORAL APR LTR
TEMPLATE SEQ : 0004
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162602	162622	703259	CURVINS NEWS	540 MAIN ST	MEDINA	NY	14103	1					(716)798-4745
162602	162622	397933	JUBILEE #367	342 E CENTER ST	MEDINA	NY	14103	1					(716)798-1285
162602	162621	268699	A N G MARKETS INC.	7127 BUFFALO RD	CHURCHVILLE	NY	14428	1					(716)293-2920
162604	162225	268928	NUNDA JUBLIEE	9045 STATE ST	NUNDA	NY	14517	2					(716)468-2220
162603	162225	397797	BELLS #2130/F	121 N CENTER ST	PERRY	NY	14530	2					(716)237-2910
162603	162624	440453	JR LEROY FOODS LTD	LEROY BELLS	LE ROY	NY	14482	1					(716)768-7637
162604	162630	035864	NORTH GREECE GAS	3570 LATTA RD	ROCHESTER	NY	14612	2	NYS				(716)392-9921

PAGE BREAK TOTAL ACCOUNTS 7 TOTAL QUANTITY 10

TEMPLATE TOTAL ACCOUNTS 7 TOTAL QUANTITY 10

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Source: https://www.industrydocuments.ucsf.edu/docs/gpym0000

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 03/25/97

ACCOUNT NUMBER: 129850
VOUCHER NUMBER: 15347692
DATE WRITTEN: 03/25/97
STATUS: PAID
AMOUNT PAID: 21.00

COOK WHOL. OF MEDINA
510 ORIENT ST
MEDINA , NY 14103

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	0.75	21.00

EXPLANATION: DORAL B2GF LIGHTER/#700050/SR 162602

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